

DEC 15 '08

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No. 001 P.03

Approved audits/apps into
3/8/09 Barb

Please type:

Organization Name(s) Anaconda Chamber of Commerce Telephone (406) 563-2400

Legal Address 306 East Park Avenue City Anaconda Zip Code 59711

Project Supervisor Edith Fransen Telephone (406) 563-2400

Address 614 Cedar City Anaconda Zip Code 59711

Regional President Barb Reiter Telephone 225-4339

Tourism Region Gold West Country

Project Title Travel Advisor

Total Budget for Project (taken from attached detailed budget) \$ _____

Percentage of Cooperative Funds Requested 48 % Dollar Amount of Cooperative Funds Requested \$ 8,280.00

Proposed starting and ending dates (maximum 1 year): From 05/11/08 To: 09/19/08

Funding Source (Outline in detail sources from which funds are to be provided):

a. Regional/CVB funds	\$ <u>3,974.40</u> *
b. Memberships	\$ <u>3,974.40</u>
c. Advertising Revenue	\$ _____
d. Cash on Hand	\$ _____
e. Other (please list)	
1. _____	\$ _____
2. _____	\$ _____
3. _____	\$ _____
TOTAL (should equal total project budget)	\$ <u>8,280.00</u> *

Cooperative Marketing Application

1. Narrative description of this project. Include how the project is executed.

The Anaconda Chamber of Commerce is proposing to hire an employee to be a travel adviser. The travel adviser will greet visitors, hand out travel literature and fill telephone, mail and email requests for travel information to Deer Lodge County. The travel adviser will work 40 hours per week from mid-May to mid-September, 2009. Regular Chamber staff will also fill these obligations during the hours the Visitor Center is open.

Anticipated economic benefit of the project (i.e., increased visitation, length of stay, how project will increase appeal of region as a travel destination, etc.)

Historically, Anaconda rarely has been viewed as a travel destination. Visitors who stopped were usually on their way to or from a national park or other feature of Montana. Therefore, the Visitor Center was able to operate with its one-man staff.

With Old Works Golf Course, Copper King Excursion Train, Fairmont Hot Springs, the Pintler Scenic Route and the interest in the history of copper mining and smelting, plus; the Washoe Theatre, Anaconda is accommodating a growing number of summer visitors. By hiring a travel adviser, the Chamber will be enabled to better serve the visiting public by offering extended hours and increased one-on-one attention. Providing the visitors with one-on-one attention from a travel adviser will lengthen guests' stays in the area: benefiting local retail, lodging and dining facilities. By extending our availability by 40 hours per week, the Chamber will conceivably make 30 additional referrals. Throughout the summer, that totals over 300 extra referrals made by a travel adviser.

Target money for this project.

The employment of a travel adviser will benefit the average 6600 who use the Visitor Center during their stay in Anaconda during the Memorial Day to Labor Day period. See attached visitor statistics. The project will also benefit the motels, restaurants and retail shops in Anaconda because of the increased referrals.

Method of Project Evaluation

At the end of summer, the Chamber Director will calculate the percentage of increase for the Visitor Center store revenue, the historic bus tour ticket sales, the quality comments received in the Visitor Center guest book and the amount of tourism literature distributed. If the increase is over 35% from previous years, we believe the project will have been worth the investment.

December 2, 2008

Sarah:

Enclosed are visitor counts for June, July and August 208 – 4674 compared to last year's 5832.

The Chamber was open a total of 648 hours during that period, with Edith Fransen working 9 to 5, 5 days a week. Weekday hours were from 9-5 Monday through Friday, Saturday hours 9 to 4:30 and closed on Sundays.

Connie Marshall worked a total of 389 hours at \$6.55 per hour or a total of \$2482.57 Of which Gold West paid \$3172.50. Connie worked from mid-May through mid-September for an additional \$922.75, bringing her wages to a total of \$3405.22.

Top 10 states visiting us:

**Florida
Oregon
California
Washington
Idaho
Utah
Wyoming
Texas
Colorado
Minnesota**

Visitors this year from Australia, Russia, Jerusalem, and Estonia